



Ad Standards Community Panel
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Ad Standards Limited
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Case Report

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| 1. Case Number : | 0001-22 |
| 2. Advertiser : | Bulgari |
| 3. Product : | Retail |
| 4. Type of Advertisement/Media : | Print |
| 5. Date of Determination | 19-Jan-2022 |
| 6. DETERMINATION : | Upheld – Modified or Discontinued |

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This print advertisement featured in the Life & Leisure section of the Australian Financial Review on 3-5 December 2021.

The advertisement featured several images of a woman.

- In the first image the woman is wearing a silver embroidered top and skirt and leaning on a pillar with her arms folded and rested on top of the pillar.
- In the second image the woman is wearing an orange top with a gold necklace, standing with her arms around a statue and her head resting on the back of the statue's head.
- In the third image the woman is wearing a black top with gold jewellery and has her hand resting on her cheek.
- In the fourth image the woman is wearing a purple bustier and shorts set with gold jewellery She is standing with her hands on her hips.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:



Anorexia kills. Extreme thinness should never be promoted as desirable. Apart from having a distorted body image, victims of anorexia frequently suffer lifelong health issues, including damage to the heart, kidneys and brain. Extreme emaciation equates to illness, not to desirability nor beauty and should NEVER be promoted.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

This project was created in collaboration between Bulgari and The Australian Financial Review, the publication being responsible for overseeing the creative aspect of the photoshoot.

Bulgari have forwarded this complaint to Nine, publisher of The Australian Financial review Life & Leisure supplement - who have commented that - in no way would they intentionally or knowingly endorse or promote unhealthy body images.

The model, who was booked by the editorial team of The Australian Financial Review magazine for this campaign, is through a highly reputable agency which has a longstanding relationship with many magazines, including The Australian Financial Review Magazine and affiliated titles. This agency ensures their models maintain a healthy weight and lifestyle.

This complaint is a reminder of the importance of promoting positive body image for all sizes, shapes, gender, and ethnicity.

However, we do not believe this advertising execution has breached any section of ANAA regarding Body Image, Unrealistic Body Image, Body Size or Alteration of Body image due to:

- *The focus of the ad campaign is solely Bulgari jewellery, with no focus or relevance around health or body image.*
- *There is no inference regarding health practices nor an 'image';*
- *The ANAA does not define what a 'healthy weight' given the diversity that exists within society.*
- *We do and will consider how we select models and ensure there wasn't any alteration of images in breach of ANAA.*

This complaint has been taken on board and moving forward The Australian Financial Review will bear this in mind with future casting.

THE DETERMINATION



The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement uses a model that is extremely and unhealthily thin.

The Panel viewed the advertisement and noted the advertiser's response.

Section 2.6: Advertising shall not depict material contrary to Prevailing Community Standards on health and safety.

The Panel noted the Practice Note to this section of the Code:

"Advertising must not portray an unrealistic ideal body image by portraying body shapes or features that are unrealistic or unattainable through healthy practices", and "...where technology is used to digitally alter images of people to such an extent that their body shape, or features, are no longer realistic or attainable through healthy practices, or where the changes are not justifiable in the context of the product or service advertised, the advertisement may breach the Code if it is contrary to prevailing community standards relating to health and safety. Advertisers should refrain from altering images in a way that changes the body shape or proportions portrayed, for example by lengthening a person's legs to the extent they are not in proportion with the rest of their body or tightening their waist disproportionately to the rest of their body, so that the resulting image portrays a body shape or features that are unrealistic or unattainable through healthy practices".

The Panel considered each image in the advertisement separately.

Image 1

The Panel noted that the woman's body is mostly hidden by the long sleeved dress she is wearing. The Panel considered that the woman looked quite slim, however noted that her face did not appear gaunt. The Panel considered that this image in the advertisement did not breach Section 2.6 of the Code.

Image 2

The Panel noted that this image also does not show a significant portion of the woman's body. The Panel considered that the woman's collarbone is visible, and noted that it does appear pronounced. The Panel considered that the woman's arms, shoulders and wrists are slim, however considered that most members of the community would be unlikely to find this image to depict an unhealthy body type. The Panel considered that this image in the advertisement did not breach Section 2.6 of the Code.

Image 3



The Panel considered that the woman's collarbone is visible, and noted that it does appear pronounced. The Panel considered that the woman's arms, shoulders and wrists are slim, however considered that most members of the community would be unlikely to find this image to depict an unhealthy body type. The Panel considered that this image in the advertisement did not breach Section 2.6 of the Code.

Image 4

The Panel considered that the woman appears to be very thin, and noted that her collarbone is very prominent in the image. The Panel noted that the woman's upper arms and wrists also appear thin. The Panel noted that while the same woman is depicted in all four images in the advertisement, the posing of this image was of the woman appearing to push her shoulders forward and lean towards the camera. The Panel noted that in this pose the woman appeared gaunt and unhealthy in comparison to the other images.

The Panel considered that while it could not make a determination on whether the woman depicted is actually unhealthy, it considered that the posing of the woman in this particular image emphasised her slight stature and the impression of the image is that she is unhealthily thin. The Panel considered that most members of the community would consider that such a depiction is irresponsible and promotes an unrealistic body image that would be unattainable through healthy practices.

Section 2.6 conclusion

Overall, the Panel considered that Image 4 of the advertisement would be considered by most members of the community to be contrary to Prevailing Community Standards on health and safety in relation to body weight. The Panel determined that the advertisement did breach Section 2.6 of the Code.

Conclusion

Finding that the advertisement did breach Section 2.6 of the Code, the Panel upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

Please be advised that we have reviewed and shared the panel's comments with Nine, the publisher of AFR Life & Leisure.

As explained previously, Bulgari did not participate in the casting of the model selected for this photoshoot.

This project was a one-off sponsored photoshoot in AFR Life & Leisure and we have asked them not to use any of these images again in the future.



Therefore, this project has been discontinued and will not appear anymore online and in print.